

DARWIN FESTIVAL: Salon Des Refusés 2025 (FREE)

DATE: Saturday, August 23, 2025
LOCATION: Darwin City, Northern Territory, AU

Event Description

DARWIN FESTIVAL: Salon Des Refusés 2025 (FREE) is a premier expos event in Darwin City. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 46/100

Expected Attendance: 613 people

Event ID: 6e5aapvBEkjTkGiCcj

Hotel Demand Indicators

ADR Impact Index: 5.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 245 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.